



• Queen of the Floral Kingdom Is the Lovely Orchid.

FLOWERS for Madame . .

SCENE: A residence on Fifth avenue, New York City. A young man has just dialed a telephone number.

"Blossom & Budd, your florists," comes the answer.

"Will you please send an orchid corsage to Miss Debby Tante with my card and also send me a gardenia boutonniere?"

"Certainly, Mr. Van Astorbilt."

And when the charming couple attends the opera that evening, probably neither knows that the flowers they wear had been cut in a Torrance greenhouse over on the other side of the continent, less than 36 hours before.

50 Per Cent From Torrance

BUT IT IS a fact that, of all the gardenias sold in New York City, probably 50 per cent are grown in the Torrance greenhouses of T. H. Wright. Nine out of 10 of those used in Los Angeles and a large proportion of those in any large American city come from the same source.

Not as large a proportion of the orchids come from the local greenhouses, but Wright does furnish a creditable supply and, on the completion of present improvements, will undoubtedly handle a much greater proportion.

For Wright is about to produce these exotic blooms, symbols of the finest in flowers, in a new manner which will greatly reduce the time now necessary for production and offer a much simpler method.

And this new method of production bids fair to revolutionize the industry, perhaps to the extent that orchids will be as reasonable in price as the better roses or other flowers.

Invented by Amateur

IT WAS an amateur orchid enthusiast who developed the new method, and Wright confesses that the results obtained astounded him, an orchid grower of many years experience. So much so that he is just completing two new greenhouses which are the last word in automatic buildings, solely for the purpose of housing the first of the new orchids.

Under the new method orchids will be brought into production in half the present time, which requires five to 10 years to the first blooms, and will be capable of producing four crops a year instead of the present single one. Not only that, but the new flowers are stronger, larger and hardier.

The scientific method is truly automatic. Orchids are to be

raised on artificial foods, lighted and heated by artificial suns when needed, and cooled by artificial refrigeration. Their moisture will be supplied by artificial rains.

Sterile Sand

THE NEW method begins with the sand in which they are planted. A special grade is used but before the plants are introduced, every bit of organic matter is removed by heat. The soil will be sterile.

Once planted in this soil the new plants, which have begun life in test tubes, will be fed an artificial preparation which contains, in concentrated form, the exact minerals needed for their growth and development. This will be fed to them twice a week, when men thoroughly water all the plants, administering the liquid feed at the same time.

All the other attention needed is given by machinery. The buildings are sealed tight and are entered at no other time. Hygrometers will measure the moisture content of the air and the proper amount of moisture will be mechanically controlled.

In a similar manner temperatures will be checked by thermometers and alternate periods of heat and cold, essential to growth, will be furnished mechanically. Science's latest "electric eye" will check the lighting conditions, turning on artificial lights when needed and drawing shades to protect the valuable flowers if nature furnishes too much.

This is the first professional application of principles developed scientifically after many years of experimentation. Not only are better flowers produced in half the time, or less, but many new varieties have been developed, some of which bid fair to astound flower lovers when placed on the market.

Here 29 Years

T. H. WRIGHT, owner of the greenhouses which are located on 190th, or Dominguez street, is rounding out his 29th year of business at this location. Formerly a retail grower, the Wright business is now exclusively wholesale, maintaining its offices in Los Angeles and selling to all corners of the nation.

When Wright first decided to come to Torrance it was a purely agricultural region. "Not a building was to be seen," said he. "I even had to drive back to Los Angeles—and I don't mean in an automobile over our present roads—to get a stick to mark the site where I wanted a well drilled."

That was in 1907. Shortly

thereafter the first greenhouses were completed, antedating the city of Torrance by several years. In fact, it was not until 1930 that the site was annexed to the city.

At first the general needs of his Los Angeles retail store were supplied from here but when he decided to go into the wholesale business exclusively, Wright narrowed his field to gardenias, orchids and a few other similar flowers.

Shipments by Air

LOS ANGELES was then the only outlet for his supply but with the coming of faster transportation his field widened. Today he ships flowers to any part of the United States, utilizing air express to fly them wherever needed.

Each morning the new blooms are cut and moved in fast trucks to the Los Angeles warehouse. Here the day's orders for all parts of the country are prepared and that night sees them take wings. Shipments for New York, for example, reach there approximately 24 hours after they leave the Torrance plants.

Pioneer Shipper

WRIGHT was the nation's pioneer in transcontinental floral shipments by air. With the coming of air express he concentrated on the New York market with the result that he was selling 90 per cent of the gardenias used there. But as air transport to other cities improved he spread his network of deliveries to all of them. Today he furnishes half the New York supply, having withdrawn in part from that field in order to be able to supply the rest of the nation.

In gardenias alone he grows and cuts over 5,000,000 per year—all at the Torrance greenhouses.



• In One of the Many Gardenia Houses.

● TORRANCE . . . on Review

Half of New York's gardenias and nine out of 10 in Los Angeles are grown in Torrance.

T. H. Wright established greenhouses here in 1907—before Torrance was built.

Air transportation used for shipments all over the nation.

5,000,000 gardenias a year produced here.

Orchids require five to 10 years to first bloom, then produce single crop of two or three flowers each year.

New method, expected to revolutionize orchid growing, is being adopted here.

Culture will be entirely automatic and synthetic.



• Gardenias—the King's Choice.



• These Orchids are Ready for Cutting.



• Some of the Daily 15,000 Gardenias Ready for Packing.